

# LET'S GET SOCIAL



## Join the conversation with ICUEE 2017

Thanks to the support of our exhibitors and partners, ICUEE continues to be an industry-leading trade show, bringing together professionals from across the globe to come out and play in our sandbox.

### Twitter Best Practices:

- Follow @ICUEE on Twitter and interact with our posts.
- Use the official show hashtag #ICUEE2017 to share news and events with attendees.
- Follow any users who are using the #ICUEE2017 hashtags you identify based on their Twitter profile to be a prospective customer.
- Publicize your booth number. Invite people via Twitter and offer something special that nobody else will get unless they are retweeting your tweet or offer a sample or free trial of your product/services for a retweet.

### Facebook Best Practices:

- Follow the ICUEE Facebook page to like, share and comment on our posts.
- Promote your booth number and exhibition hall or lot on your company's page.
- Pin a post to the top of your page promoting your trade show offers or contests so it's the first thing prospective customers see when clicking on your page.
- Post early and often. Don't wait until the week of the show to beef up your online presence. Infrequent posts cause you to lose your connection with your audience.



### Questions? Reach out to our social team!

Kate Huskin, Communications Director, [khuskin@aem.org](mailto:khuskin@aem.org)

Jordanne Waldschmidt, Communications Manager, [jwaldschmidt@aem.org](mailto:jwaldschmidt@aem.org)

## Exhibitor Promotional Pre-drafted Posts

Take these drafted posts and repurpose them on your own social platforms. Just insert your own information, links and booth numbers to create custom posts and tweets. It's as simple as that!

Posts receive the most engagement when there is a graphic and a link. Linking to the registration page for ICUEE can lead prospective customers directly to you. All posts below can be linked back to [bit.ly/2sIkYZM](http://bit.ly/2sIkYZM).

- [Company Name] is going to Louisville! We're excited to show off [Product] at #ICUEE2017.
- What does our industry's future look like? Come see us at #ICUEE2017 in [Booth #] to find out! Our new [Product] will be there!
- Visit us October 3-5 in Louisville at #ICUEE2017 in [Booth#] to see our NEW [Product].
- Innovation drives our industry. Visit us at #ICUEE2017 to see what [Company] is doing to drive innovation.
- Louisville + [Company] = #ICUEE2017. Join us October 3-5 to see the NEW [Product] at [Booth#].
- Come see the latest technology & innovations of the industry at #ICUEE2017 by visiting us in [Booth#].
- [Company] is showcasing our NEW [Product] at #ICUEE2017 at [Booth#]. See you October 3-5 in Louisville!
- Come and play in the life-size sandbox at #ICUEE2017. [Company name] will be there in [Booth#].
- Get down and dirty with [Company] in [Booth#] at #ICUEE2017, the premier event for utility and construction professionals.
- Explore the latest utility products and innovations, only in Louisville, KY, at #ICUEE2017. Be sure to stop by [Booth#] to visit [Company].
- Save the date for #ICUEE2017 – October 3-5, 2017 in Louisville, KY!
- Going to #ICUEE2017? So are we! Pre-register to save time at the show and stop by [Booth#] to say hi!
- Thousands of industry professionals will be at #ICUEE2017. Will we see you there?

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